

On the Road to the 2010 Census

*The success of the census...
it's in our hands*

Frank Ambrose

Maryland SDC Annual
Affiliate Meeting

June 17, 2008

United States™
Census
2010

2010 Census Strategy



*“Count everyone,
count them once and
count them in the right place.”*

*Preston Jay Waite
Former Deputy Director
U.S. Census Bureau*

United States™
**Census
2010**

Why a Census?

- The Constitution requires a census every 10 years to determine the number of representatives to Congress for each state based on the population.

\$3,000,000,000,000+

- In the next decade, over \$3 *trillion* in federal funding will be allocated to tribal, state and local governments using census data.

United States™
Census
2010

Census – Foundation of Our Democracy

“Representatives and direct taxes shall be apportioned among the several states...according to their respective numbers.”

– Article I, Section 2, Clause 3

United States™
Census
2010

Census History

1790 – The first census

1850 – Counting individuals

1920 – No reapportionment

1940 – First use of sampling

1970 – Mailout/mailback

2000 – Increased response rates





What the Census Means for Your Community

Census data help planners and decision-makers determine *what* neighborhoods need to help their communities and decide *where* to invest in:

Transportation

Public works

Economic development

Public health

Emergency preparedness

Education

Senior services and more...

A Major Challenge

MUST COUNT EVERYONE...

- 310 million people who speak more than 50 languages
- 130 million households

...IN THE RIGHT PLACE!

- 50 states & District of Columbia
- Puerto Rico
- Island Areas
 - Guam
 - American Samoa
 - Commonwealth of the Northern Mariana Islands
- U.S. Virgin Islands



United States™
Census
2010

Challenges for the Integrated Communications Campaign

- Must reach everyone
- Must cover the entire US, District of Columbia, Puerto Rico, and the Island Areas
- Must be multi-channel to surround our audiences
- 10 years since the last census
- Changing media landscape
- All components of the campaign must be integrated for maximum effect

Ensuring the Confidentiality of Your Information

- By law, the Census Bureau does not share personal information with ANYONE
- Not even with other federal or law enforcement agencies
- The Census Bureau strips all identifying information and publishes only summary data

The Environment We Work In

- Post-9/11 Terrorist Psyche
- Charged Political Environment
- Hyper-charged Immigration Debate
- Growing Diversity in our Nation's Population
- Measuring up to the “Best Census Ever”

United States™
Census
2010

Campaign Goals

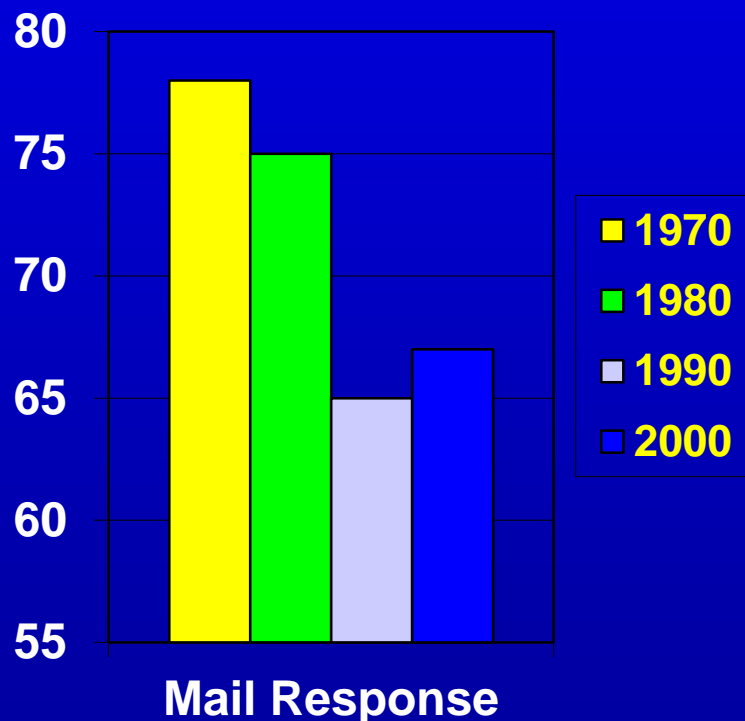
Campaign Goals

- The goals of the 2010 Census Campaign:
 - Increase mail response
 - Improve overall accuracy and reduce the differential undercount
 - Improve cooperation with enumerators
- Outcomes:
 - Accurate Census
 - Cost Savings

Increase Mail Response

- A self-generated mail response is more accurate than an enumerator-filled response
- Census 2000 exceeded expectations!
- We expect the 2010 mail response to be higher

-
- **MAIL RESPONSE DIRECTLY AFFECTS DATA QUALITY**



United States™
**Census
2010**

Improve Accuracy – Decrease Differential Undercount

- 1990 was tough
- 2000 reversed every expectation
- 2010 will be ???

Improve Cooperation with Enumerators

- Enumerate approximately 40 million housing units during Nonresponse Followup
- Recruit nearly 3 million applicants in 2009 and 2010
- Hire 500,000 enumerators in 2010



United States™
Census
2010

Communication Plan

- DraftFcb delivered revised plan to Census (March 2008)
- Present revised plan to SDCs/CICs/FSPCE (April 2008)
- Presented revised plan to Advisory Committees (April - May 2008)
- Final communications plan (May 30, 2008)

Campaign Approach

Instead of the government talking to the people.....

.....extend ownership of the messages to the people

The Expression for the Campaign

“It’s In Our Hands”

- **Partners/Internal Audiences**
 - “The success of the Census....It’s in our hands”
- **Families**
 - “The education of our children...It’s in our hands”
- **American Indian/Alaska Native**
 - “The survival of our culture...It’s in our hands”
- **Economically Disadvantaged I & II**
 - “The power to matter...It’s in our hands”

United States™
Census
2010

Topics on the 2010 Census Form

Takes only ten minutes to complete

- Name
- Age
- Gender
- Race
- Ethnicity
- Relationship
- Rent/own house

What Happened to the Long Form?

- It's now the *American Community Survey (ACS)* collecting information from three million households and group quarters every year.
- ACS data can be accessed now via American FactFinder at www.census.gov

The screenshot shows the U.S. Census Bureau website. The left sidebar contains a list of links, with 'American FactFinder' circled in red. The main content area displays various links for the 2010 Census, including 'People & Households', 'Business & Industry', 'Geography', 'Newsroom', and 'Special Topics'. The right sidebar features 'Data Finders' with 'Population Clocks' showing the U.S. population as 303,318,010 and 'Population Finder' with a search box for city/town/county/zip or state.

U.S. Census Bureau

Subjects A to Z | FAQs | Privacy Policy | Help

SEARCH: GO

A Child's Day

New on the Site

Data Tools

American FactFinder

Jobs@Census

Catalog

Publications

Are You in a Survey?

About the Bureau

Regional Offices

Doing Business with Us

Related Sites

Housing Unit Estimates

2010 Census • News

American Community Survey • Census 2000

People & Households

Estimates • Projections • Housing • Income | State Median Income • Poverty • Health Insurance • International • Genealogy • More

Business & Industry

Economic Census • Get Help with Your Form • Economic Indicators • NAICS • Survey of Business Owners • Government • E-Stats • Foreign Trade | Export Codes • Local Employment Dynamics • More

Geography

Maps • TIGER • Gazetteer • More

Newsroom

Releases • Facts For Features • Minority Links • Broadcast & Photo Services • Embargo/News Release Subscription • More

Special Topics

Census Bureau Data and Emergency Preparedness • Census Calendar • Training • For Teachers & Students • Statistical Abstract • FedStats • USA.gov

Data Finders

Population Clocks

U.S. 303,318,010

World 6,629,839,265

14:01 GMT (EST+5) Nov 08, 2007

Population Finder

city/ town, county, or zip

or state

Select a state GO

Find An Area Profile with QuickFacts

Select a state to begin

Select a state

Latest Economic Indicators

- Monthly Wholesale Trade, Sales and Inventories
- Manufacturers' Shipments, Inventories, and Orders

Economic Indicators

Select an indicator

Select an indicator

U.S. Census Bureau

Helping You Make Informed Decisions

Accessibility | Information Quality | Data Protection & Privacy Policy | FOIA | U.S. Dept. of Commerce

United States™
**Census
2010**

U S C E N S U S B U R E A U

What to Expect in 2010

Advance letter

Questionnaire

Reminder postcard

*Some areas will receive a **bilingual English-Spanish version of the questionnaire.***

*If you forget to return your completed questionnaire, you will receive a **replacement questionnaire.***

If a Household Doesn't Complete the Census...



...then a census taker will come to the residence to collect the information.

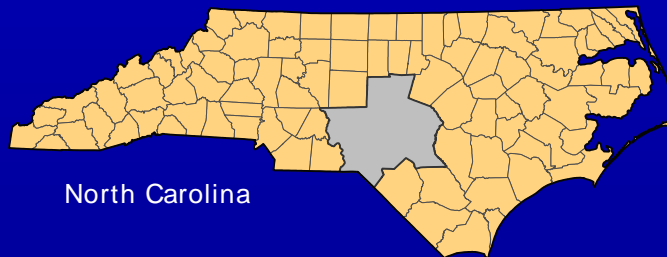
Rehearsing for 2010

2008: Census Dress Rehearsal



Site #1:

San Joaquin County,
California



Site #2:

Fayetteville, North
Carolina area

United States™
Census
2010

Time Is Short

- The 2010 Census has begun – address list development
- Census Day is April 1, 2010
- Deliver apportionment counts to the President by December 31, 2010
- Deliver redistricting data to the states by April 1, 2011

How We Get it Done

- Hire over 1.3 million temporary employees
<http://www.census.gov/2010census/jobs/>
- Establish *partnerships* to help:
 - Convey importance of being counted to everyone
 - Help those with language challenges
 - Spread the word about census taker jobs

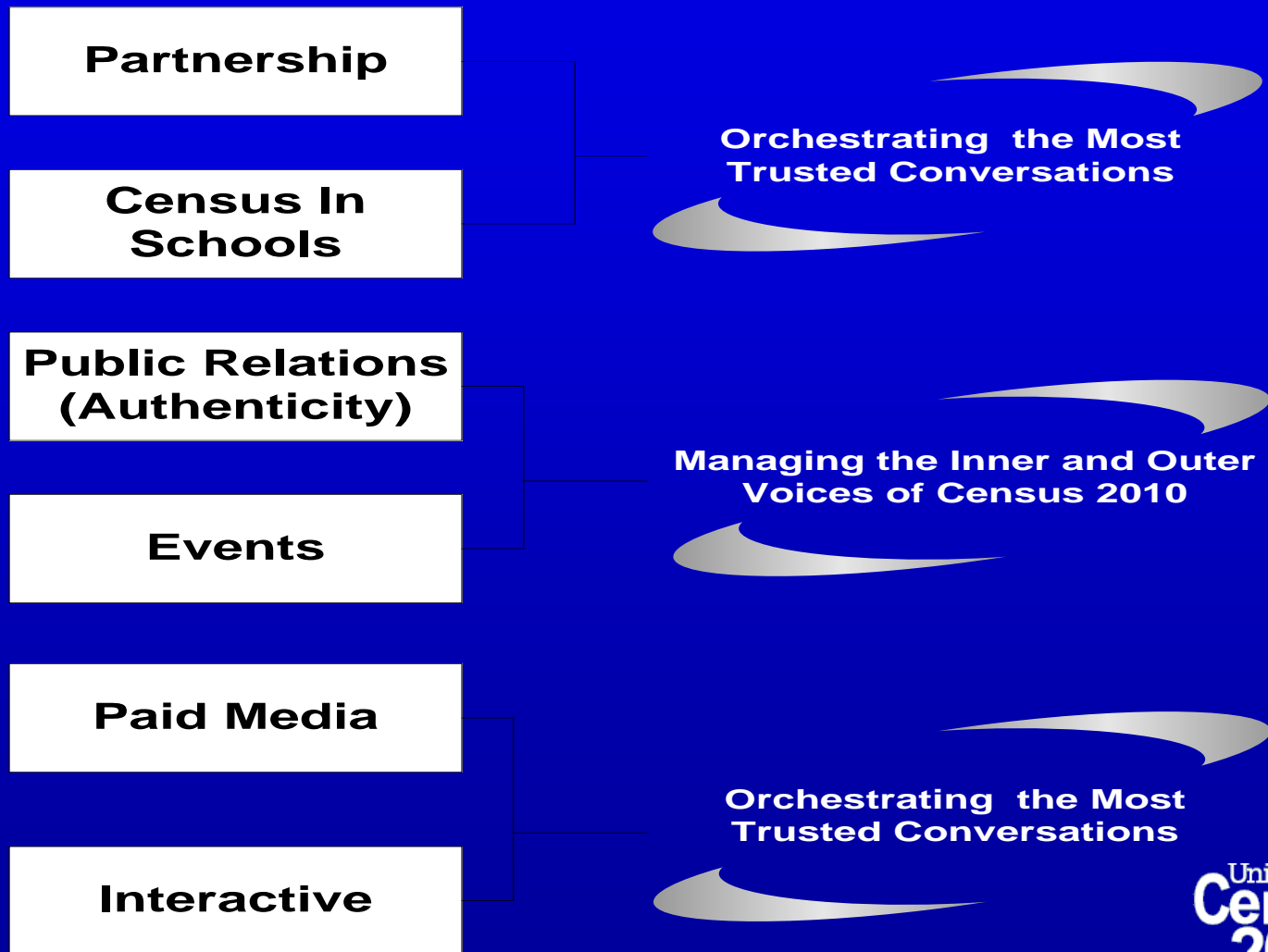


United States™
Census
2010

What Can You Do to Help?

- Form or participate in **Complete Count Committees** starting in 2009
- Help Census Bureau staff **identify areas** that will be **hardest to count**
- **Strategize** with us **the most effective way** to ensure everyone is counted in your community
- Use communication tools at your disposal to **let your community know** about the 2010 Census

Campaign Elements

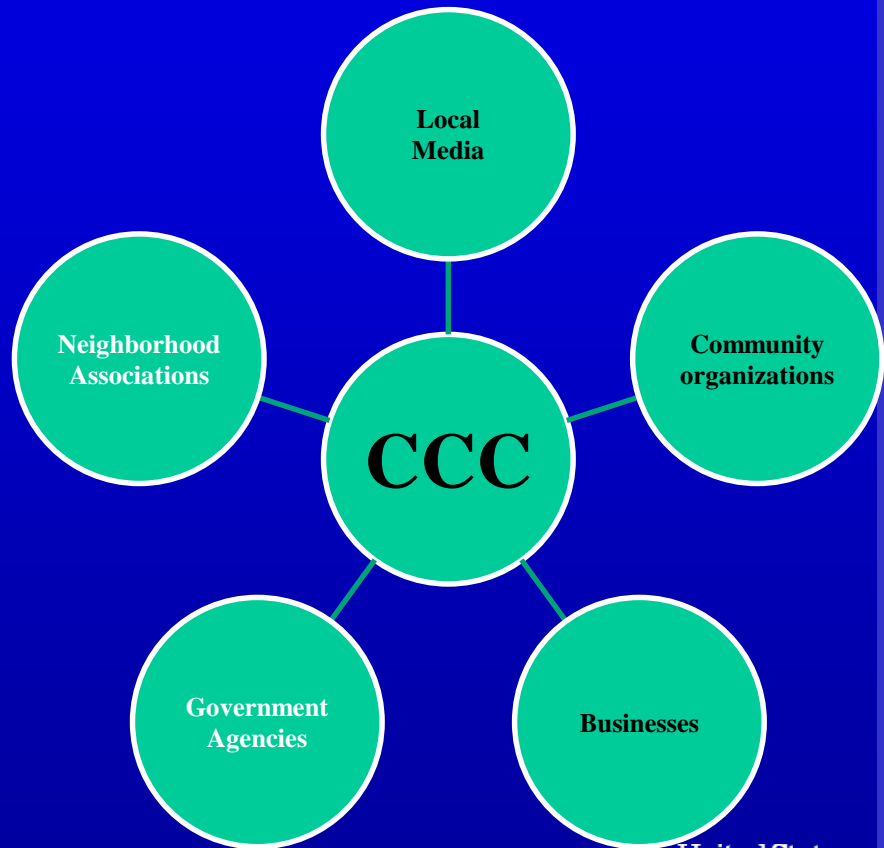


What Methods Will Partnership Use?

- Complete Count Committees
- Tribal Liaison Program
- Targeted Outreach to Hard-to-Count populations
- Language Support Program
- Be Counted / Questionnaire Assistance Centers
- Partner Support Program
- Faith Based Organizations
- Census in Schools
- Immigrant and Foreign Born Outreach
- Localized Promotional Materials
- Thank You Campaign

Complete Count Committees

- Volunteer committees established by local or tribal governments
- Motivate other community leaders to get involved
- Urge community participation in census
- Conduct targeted outreach within Hard-to-Count areas
- Give true expression to “It’s in Our Hands” campaign theme since they are self-directed local groups that ignite community participation in the 2010 Census



Census 2000
11,800 CCCs

United States™
Census
2010

Tribal Liaison Program

- Government-to-government relationship with 562 federally-recognized tribes
- Tribal consultations conducted with federally-recognized tribal representatives in 2007
- Tribal leaders appoint Tribal Liaison to work with Census Bureau
- Tribes establish CCCs, open door for Local Census Office recruiting, provide access for field operations, and authenticate Census Bureau presence on tribal lands during 2010 Census

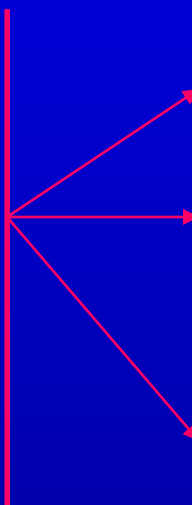


Targeted Outreach to Hard-to-Count Populations

- Generate support through community leaders representing Hard-to-Count (HTC) populations
- Raise census awareness among HTC populations
- Provide tools to help HTC populations participate in 2010 Census
- In-language promotional materials
- Language Assistance Guides
- Be Counted sites
- Questionnaire Assistance Centers
- Telephone Questionnaire Assistance
- Recruiting inroads for Local Census Office
- Overcome community fears through awareness, education, motivation, and community events

United States™
Census
2010

Be Counted / Questionnaire Assistance Center programs

- **Be Counted** sites are locations where people go to get a blank questionnaire if they feel they were missed.
 - **Questionnaire Assistance Centers** are locations where individuals receive help completing their questionnaire.
 - **April and May 2010**
 - **Paid Questionnaire Assistance Center Representatives**
 - **30,000 QACs and 40,000 BC sites in community locations**
- 

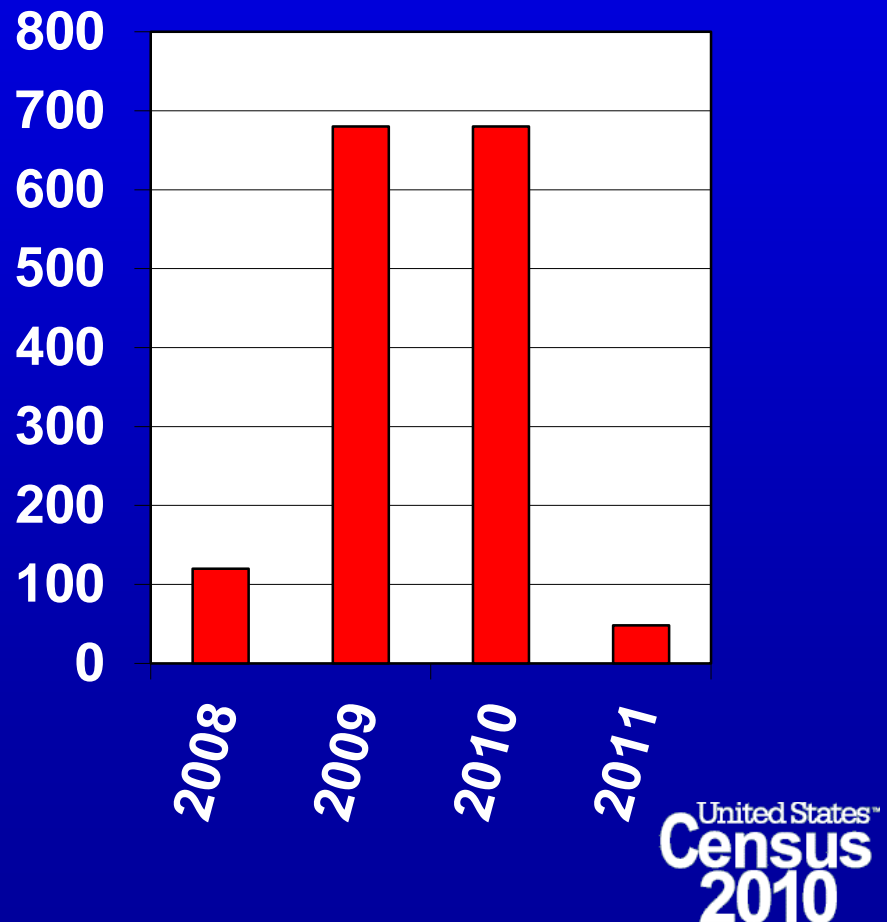
Language Assistance Program

- Targeted mailing of 10 million bilingual Spanish/English questionnaires in 42 states.
- Questionnaires display both English and Spanish Telephone Questionnaire Assistance (TQA) telephone numbers.
- Bilingual TQA operators available in 5 primary non-English languages.
 - Spanish
 - Chinese
 - Korean
 - Vietnamese
 - Russian
- Language Assistance Guides available in 51+ languages and available through TQA and Questionnaire Assistance Centers.
- Language Identification Flashcards include a minimum of 38 languages and potentially all Language Assistance Guide languages.
- Be Counted forms available at Be Counted and Questionnaire Assistance Center sites in 6 languages.
 - English
 - Spanish
 - Chinese (Simplified)
 - Korean
 - Vietnamese
 - Russian



How Many Partnership Staff?

- Core Regional Partnership Team hired and trained in 2008 – **120 staff**
- Peak Partnership Staffing between January 2009 and June 2010 – **680 staff**
- Ramp down of Partnership Program in 2011 – **48 staff**



Each RCC will have 55 partnership staff on average

National Partnership

USCENSUSBUREAU

United States™
Census
2010

Components

- List of organizations
- Developed by staff in CLMSO
- Validated by DraftFCB
- Nearly 700 Non-governmental and governmental organizations

National Organizations

- National Council of La Raza
- National Urban League
- Goodwill Industries International, Inc
- US Hispanic Leadership Institute
- US Conference of Mayors
- National Association of Towns and Townships
- United Farm Workers of America
- National Head Start Association
- National Council for the Social Studies
- American Association of Retired Persons
- National Association of School Librarians
- Disabled American Veterans
- NAACP
- MANA

Components

- List of organizations
- Quantitative and qualitative criteria
 - Past performance
 - Serves a hard-to-count populations
 - Geographic reach
 - Number of affiliates
 - Number of members

Components

- Implementation
- All 700 Organizations
 - Email “blasts”
 - Newsletters
 - Information on portal
 - Invitation to “kick-offs”

Components

- Implementation
- Data Dissemination Network
- 200 – 250 Organizations
 - All of the above, plus
 - Personal outreach
 - One-on-one meetings
 - Solicitation of speaking opportunities
 - Conference / exhibit presentations

Components

- National Partnership Events
- Series of National Partner Meetings
 - April - SDC/CIC/FSCPE Meeting
 - June - Governor's Liaison Meeting
 - September - Governmental/Non-governmental Organization Meeting
- National Complete Count Committee

What Tools Will Partnership Have?

- 2010 Census Planning Database
- Promotional Items and Materials – electronic, print, and giveaways
- Customizable promotional materials
- Complete Count Committee training package
- 2010 Census public Web site
- Partnership portal
- Partnership toolkits



When Does Partnership Ignite Community Participation?

2008 → • Recruit Partners

2009 → • Train Partners

2010 → • Engage Partners

United States™
Census
2010

Census in Schools



USCENSUSBUREAU

United States™
Census
2010

How Will We Get the 2010 Message Out?

- Web Site for Teachers, Students and Parents
- Lesson Plans
- Newsletters
- Flyers and Take Home Materials for Students
- Encourage In-school Events

Census in Schools Time Frame

Spring 2008	Develop Program Plans and Materials
Summer 2008	Launch Census in Schools Web Site
Summer 2008 through Spring 2009	Establish Partnerships with Educators, Inform Educators of Census in Schools Plans and Ideas
Fall 2009	Launch Census in Schools Program



For More Information

www.census.gov

U.S. Census Bureau

Subjects A to Z | FAQs | Privacy Policy | Help

Public Education Finances

SEARCH:

2010 Census [News](#)
[American Community Survey](#) [Census 2000](#)

People & Households [Estimates](#) [Projections](#) [Housing](#) [Income](#) [State Median Income](#) [Poverty](#) [Health Insurance](#) [International](#) [Genealogy](#) [More](#)

Business & Industry [Economic Census](#) [Get Help with Your Form](#) [Economic Indicators](#) [NAICS](#) [Survey of Business Owners](#) [Government](#) [E-Stats](#) [Foreign Trade](#) [Export Codes](#) [Local Employment Dynamics](#) [More](#)

Geography [Maps](#) [TIGER](#) [Gazetteer](#) [More](#)

Newsroom [Releases](#) [Fact For Features](#) [Minority Links](#) [Broadcast & Photo Services](#) [Embargo/News Release Subscriptions](#) [More](#)

Special Topics [Census Bureau Data and Emergency Preparedness](#) [Census Calendar](#) [Training](#) [For Teachers & Students](#) [Statistical Abstract](#) [FedStats](#) [USA.gov](#)

2006 Information & Communication Technology (ICT) Survey

2010 Census [Data Finders](#)

Population Clocks
U.S. 303,933,910
World 6,663,582,980
12:40 GMT (EST +5) Apr 25, 2008

Population Finder
city/town, county, or zip
or state
Select a state

Find An Area Profile with QuickFacts
Select a state to begin
Select a state

Latest Economic Indicators
• [New Home Sales](#)
• [Advance Report on Durable Goods](#)
• [Manufacturers' Shipments, Inventories, and Orders](#)

[Economic Indicators](#)

Understanding Federal Statistics Workshop May 19-22, 2008

USCENSUSBUREAU
Helping You Make Informed Decisions

Accessibility

U.S. Census Bureau

People | Business | Geography | Newsroom | Subjects A to Z | Search@Census

2010 Census Main | About 2010 Census | 2008 Dress Rehearsal | Jobs | Timeline of Activities | Promotional Materials | FAQs

More Information

- Recent News
- Partner with the Census Bureau
- Questions?

Related Links

- News Releases
- Protecting Your Answers
- Redistricting Data Program
- LUCA Program Update
- Census in Schools
- Contact Regional Offices

Previous Census Data?

- Census 2000
- 1990 Census

Population Finder
Type in a city/town, county, or zip or Select a state

What is the Census?

- The census is a count of everyone living in the United States every 10 years.
- The census is mandated by the U.S. Constitution.
- The next census is in 2010.
- Your participation in the census is required by law.
- It takes less than 10 minutes to complete.
- Federal law protects the personal information you share during the census.
- Census data are used to distribute Congressional seats to states, to make decisions at every level of government, and to distribute \$300 billion in federal funds to communities each year.

Countdown to Census Day:
April 1, 2010
706:00:17:45
DAYS HOURS MINUTES SECONDS
[Watch a new video on the 2010 Census](#)

RECENT NEWS

- Dress Rehearsal Site Areas Urged to Promptly Reply to Census Questionnaire
- Census Bureau Submits Questions for 2010 Census and American Community Survey to Congress
- Continuing Resolution Threatens Preparations for 2010 Census
- Draftfcb Selected as Communications Contract Vendor
- Census Director Testifies on 2010 Census Budget and Commitment to Accurate Count

www.census.gov/2010census

USCENSUSBUREAU

Questions or Comments?

Frank Ambrose

Asst. Branch Chief, State and Governmental
Programs

Customer Liaison & Marketing Services Office
U.S. Census Bureau

301-763-1305

franklin.j.ambrose@census.gov

United States™
Census
2010

United States[™]
Census
2010

USCENSUSBUREAU

United States[™]
Census
2010

USCENSUSBUREAU

United States[™]
Census
2010

USCENSUSBUREAU

USCENSUSBUREAU United States[™]
Census
2010

USCENSUSBUREAU

United States[™]
Census
2010

USCENSUSBUREAU

United States[™]
Census
2010

United States[™]
Census
2010

USCENSUSBUREAU

United States[™]
Census
2010

USCENSUSBUREAU

United States[™]
Census
2010

USCENSUSBUREAU

USCENSUSBUREAU United States[™]
Census
2010

USCENSUSBUREAU

United States[™]
Census
2010

USCENSUSBUREAU

United States[™]
Census
2010

United States[™]
Census
2010

USCENSUSBUREAU

United States[™]
Census
2010

USCENSUSBUREAU

United States[™]
Census
2010

USCENSUSBUREAU

USCENSUSBUREAU United States[™]
Census
2010

USCENSUSBUREAU

United States[™]
Census
2010

USCENSUSBUREAU

United States[™]
Census
2010

USCENSUSBUREAU